

**What is claimed is:**

**[Claim 1]** 1. A display controller for controlling a display of a representative still image associated with contents data, the display controller comprising:

a storage section for storing a reproduction date and time of the contents data; and

an expression changing section for changing an expression of the representative still image associated with the contents data based on the number of lapsed days since a reproduction date and time of the contents data.

**[Claim 2]** 2. The display controller according to claim 1, wherein the expression changing section obtains the number of lapsed days by computing a time difference between a display request date and time of the representative still image and the reproduction date and time of the contents data.

**[Claim 3]** 3. The display controller according to claim 1, wherein the storage section stores the reproduction date and time of the contents data when a contents reproduction period of time in which the contents data is reproduced becomes equal to or more than a prespecified period of time.

**[Claim 4]** 4. The display controller according to claim 1, wherein the expression includes at least one of transparency, color tone, presence of display, and size change.

**[Claim 5]** 5. The display controller according to claim 1, wherein the expression changing section generates the representative still image from the contents data and changes the expression of the representative still image.

[Claim 6] 6. A display control method for displaying a representative still image associated with contents data, the method comprising:

a storing step for storing a reproduction date and time of the contents data; and

an expression changing step for changing an expression of the representative still image associated with the contents data based on the number of lapsed days since a reproduction date and time of the contents data up to a display date and time of the representative still image.

[Claim 7] 7. A recording medium storing in the readable state a program for executing a display control method for displaying a representative still image associated with contents data,

the display control method including:

a storing step for storing a reproduction date and time of the contents data; and

an expression changing step for changing an expression of the representative still image associated with the contents data based on the number of lapsed days since a reproduction date and time of the contents data up to a display date and time of the representative still image.